

=====PRIMER IMPACTO FCC FOR MARCH 2012

=====03/02/2012

=====NEW MIDWEST TORNADOS (34 SEC)

POWERFUL STORMS STRETCHING FROM THE GULF COAST TO THE GREAT LAKES WRECKED TWO SMALL INDIANA TOWNS, KILLED AT LEAST THREE PEOPLE AND BRED ANXIETY ACROSS A WIDE SWATH OF THE COUNTRY IN THE SECOND DEADLY TORNADO OUTBREAK THIS WEEK. AUTHORITIES REPORTED THE THREE DEATHS IN SOUTHERN INDIANA, WHERE MARYSVILLE WAS LEVELED AND NEARBY HENRYVILLE ALSO SUFFERED EXTREME DAMAGE. THE OUTBREAK WAS ALSO CAUSING PROBLEMS IN STATES TO SOUTH, INCLUDING ALABAMA AND TENNESSEE WHERE DOZENS OF HOUSES WERE DAMAGED. IT COMES TWO DAYS AFTER AN EARLIER ROUND OF STORMS KILLED 13 PEOPLE IN THE MIDWEST AND SOUTH.

=====03/05/2012

=====NO FCC TO REPORT

=====03/06/2012

=====Date: 03/08/12 Thursday

=====FDA AEROSHOT WARNING LETTER (:30)

THE FOOD AND DRUG ADMINISTRATION HAS ISSUED A WARNING TO A COMPANY THAT MARKETS "BREATHABLE" CAFFEINE. AEROSHOT COULD FACE REGULATORY ACTION OVER

"FALSE AND MISLEADING" LABELING. THE COMPANY'S WEBSITE SAYS THE PRODUCT "GIVES YOU A HIGHER LEVEL OF FREEDOM AND CONTROL THAT YOU CAN ONLY GET FROM AIRBORNE ENERGY." ELSEWHERE IT EXPLAINS "THE POWDER IN AEROSHOT REACHES YOUR MOUTH WHERE IT IS SWALLOWED AND INGESTED."

THE F-D-A SAYS THE LABELING IS MISLEADING BECAUSE THE PRODUCT "CANNOT BE INTENDED FOR BOTH INHALATION AND INGESTION."

OFFICIALS ARE ALSO CONCERNED THAT CONSUMERS MAY TRY "TO INHALE YOUR PRODUCT" CAUSING IT TO ENTER THE LUNGS.

=====GEN ANTICANCER/OBESIDAD (:20)

=====EXERCISE CHANGES DNA (:20)

WORKING OUT JUST DOESN'T BURN CALORIES...A NEW STUDY SAYS IT CAN ALSO CHANGE YOUR D-N-A. ACCORDING TO TIME MAGAZINE, RESEARCHERS AT A SWEDISH MEDICAL UNIVERSITY FOUND THAT JUST A 20-MINUTE WORKOUT FOR HEALTHY ADULTS WHO DON'T NORMALLY EXERCISE CAN CHANGE THE D-N-A MOLECULES IN MUSCLES -- MAKING THEM MORE EFFICIENT. THE UNDERLYING GENETIC CODE STAYS THE SAME. THE STUDY WAS CONDUCTED ON 14 YOUNG MEN AND WOMEN USING AN EXERCISE BIKE. IT WAS PUBLISHED IN THE JOURNAL CELL METABOLISM.

=====Date: 03/09/12 - Friday

=====SODAS CANCER ADVERTENCIA (:25)

COCA-COLA AND PEPSI ARE MAKING SOME CHANGES TO ITS SODAS SO CALIFORNIA WON'T PUT CANCER WARNING LABELS ON THEM. THE COMPANIES ARE CHANGING HOW THE DRINKS' CARAMEL COLORING IS MADE, BUT WILL DO IT NATIONWIDE, NOT JUST FOR CALIFORNIA. THE STATE ADDED A COMPOUND KNOWN AS 4-MI OR 4-MEI ITS LIST OF CARCINOGENS AND THE COLOR ADDITIVE HAS SOME LEVELS OF IT. THE AMERICAN BEVERAGE ASSOCIATION SAYS THE DRINKS DON'T CAUSE ANY THREAT TO PEOPLE AND CALIFORNIA ADDED THE COMPOUND TO ITS CARCINOGEN LIST WITHOUT ANY STUDIES SHOWING IT CAUSES CANCER IN HUMANS.

THERE WAS ONE STUDY THAT SHOWED CANCER IN RODENTS.

=====TYLENOL SHORTAGE (:20)

THERE IS NOT MUCH TYLENOL TO BE FOUND IN DRUG STORES ACROSS THE NATION. PEOPLE ARE OVERDOSING ON TYLENOL, CAUSING SHORTAGES. EXCEDRIN IS HEADED IN THE SAME DIRECTION.

=====Date: 03/12/2012 - MONDAY

=====GERBER RECALLS BABY FOOD BECAUSE OF STRANGE SMELL (0:19)

ATTENTION PARENTS... GERBER HAS RECALLED SOME POWDERED INFANT FORMULA. THE RECALL IS RELATED TO GERBER GOOD START GENTLE POWDERED INFANT FORMULA IN 23-POINT-2 OUNCE PLASTIC PACKAGING. THE PRODUCT NUMBER IS G-X-P-1-6-8-4 WITH AN EXPIRATION DATE OF MARCH 5-TH, 2013. GERBER OFFICIALS SAY THE FORMULA DOES NOT POSE A HEALTH RISK... BUT IT MIGHT HAVE A FOUL ODOR. PEOPLE WITH THE PRODUCT SHOULD CONTACT GERBER FOR A REFUND.

=====GLASS OF WINE EASES STROKE RISK IN WOMEN (0:20)

DRINK UP LADIES! A NEW STUDY FINDS THAT WOMEN WHO DRINK A LOW TO MODERATE AMOUNT OF ALCOHOL ARE AT A REDUCED RISK OF STROKE.

ACCORDING A REPORT IN STROKE: JOURNAL OF THE AMERICAN HEART ASSOCIATION... WOMEN WHO DRANK A GLASS OF WINE A DAY WERE 21-PERCENT LESS LIKELY TO HAVE A STROKE. BUT BEFORE YOU FILL UP A SECOND GLASS... THE STUDY ALSO FOUND THAT DRINKING MORE DID NOT GIVE WOMEN AN ADDED ADVANTAGE TO REDUCING THEIR RISK. THE STUDY SPANNED MORE THAN TWO-DECADES AND INVOLVED CLOSE TO 84-THOUSAND WOMEN.

=====NO FCC TO REPORT

=====3/20/2012

=====7.4 EARTHQUAKE IN MEXICO

A STRONG 7.4-MAGNITUDE EARTHQUAKE HIT CENTRAL AND SOUTHERN MEXICO ON TUESDAY, DAMAGING SOME 800 HOMES NEAR THE EPICENTER AND SWAYING TALL BUILDINGS AND SPREADING FEAR AND PANIC HUNDREDS OF MILES AWAY IN THE CAPITAL OF MEXICO CITY. ONE OF THE STRONGEST TO SHAKE MEXICO SINCE THE DEADLY 1985 TEBLOR THAT KILLED THOUSANDS IN MEXICO CITY. HOURS AFTER THE SHAKING AT NOON LOCAL TIME, THERE WERE STILL NO REPORTS OF DEATH OR SERIOUS INJURY, EVEN AFTER A LESS POWERFUL, MAGNITUDE-5.1 AFTERSHOCK WAS FELT IN THE CAPITAL AND SEVERAL OTHER AFTERSHOCKS NEAR THE EPICENTER IN A MOUNTAINOUS RURAL REGION.

=====3/21/2012

=====BOTTLE WATER TOOTH DECAY (21 sec)

ABOUT 45 PERCENT OF PARENTS GIVE THEIR CHILDREN BOTTLED WATER INSTEAD OF TAP WATER, A STUDY FOUND, WHICH DENTISTS SAY MAY LEAVE THEM LACKING FLUORIDE THAT CAN PREVENT TOOTH DECAY. ONE RECENT STUDY IN THE ARCHIVES OF PEDIATRICS FOUND THAT ABOUT 45 PERCENT OF PARENTS GIVE THEIR KIDS ONLY OR PRIMARILY BOTTLED WATER, WHILE ANOTHER IN THE JOURNAL PEDIATRIC DENTISTRY FOUND THAT NEARLY 70 PERCENT OF PARENTS GAVE BOTTLED WATER EITHER ALONE OR WITH TAP WATER. MORE THAN 65 PERCENT OF PARENTS USING BOTTLED WATER DID NOT KNOW WHAT LEVELS OF FLUORIDE IT CONTAINED, THAT STUDY SHOWED.

=====3/22/2012

=====NO FCC TO REPORT

=====3/23/2012

=====POPE BENEDICT XVI ARRIVES IN MEXICO-
SPECIAL COVERAGE

=====3/26/2012

=====POPE BENEDICT XVI ARRIVES IN CUBA- SPECIAL
COVERAGE

POPE BENEDICT ARRIVED IN CUBA ON MONDAY AND TOLD THE GOVERNMENT IT HAD NOTHING TO FEAR FROM THE CATHOLIC CHURCH, ASKING FOR MORE FREEDOMS TO HELP THE COMMUNIST COUNTRY IN TIMES OF CHANGE. JUST THREE DAYS AFTER SAYING THAT COMMUNISM NO LONGER WORKS IN CUBA, THE POPE TOOK A SOFTER STANCE AS HE LANDED IN THE EASTERN CITY OF SANTIAGO DE CUBA FOR A THREE-DAY TRIP AIMED AT BOOSTING THE CHURCH'S ROLE ON THE ISLAND. THE 84-YEAR-OLD GERMAN POPE DELIVERED A CAREFULLY WORDED, NUANCED AND BALANCED ARRIVAL ADDRESS AFTER HE WAS GREETED WARMLY BY PRESIDENT RAUL CASTRO.

=====3/27/2012

=====DIABETES / SURGERY (20 sec)

NEW RESEARCH GIVES CLEAR PROOF THAT WEIGHT-LOSS SURGERY CAN REVERSE AND POSSIBLY CURE DIABETES, AND DOCTORS SAY THE OPERATION SHOULD BE OFFERED SOONER TO MORE PEOPLE WITH THE DISEASE -- NOT JUST AS A LAST RESORT. THE TWO STUDIES, RELEASED, ARE THE FIRST TO COMPARE STOMACH-REDUCING OPERATIONS TO MEDICINES ALONE FOR "DIABESITY" --TYPE 2 DIABETES BROUGHT ON BY OBESITY. MILLIONS OF AMERICANS HAVE THIS AND CAN'T MAKE ENOUGH INSULIN OR USE WHAT THEY DO MAKE TO PROCESS SUGAR FROM FOOD.

=====3/28/2012

=====NO FCC TO REPORT

=====3/29/2012

=====HPV VACCINE MAY HELP WOMAN ALREADY INFECTED (18 SEC)

A NEWLY RELEASED STUDY FINDS GARDASIL, THE VACCINE PRESCRIBED TO PREVENT CERVICAL CANCER, COULD HAVE SOME ADDITIONAL BENEFITS FOR WOMEN ALREADY INFECTED WITH HPV. IT SHOWS GARDASIL REDUCED THE REOCCURRENCE OF HPV-RELATED DISEASES BY 46-

PERCENT. THE CENTERS FOR DISEASE CONTROL AND PREVENTION SAYS THE HUMAN PAPILLOMAVIRUS IS THE MOST COMMON SEXUALLY TRANSMITTED INFECTION. IT USUALLY CLEARS ON ITS OWN, BUT CAN LEAD TO GENITAL WARTS AND CERVICAL CANCER WHEN IT DOESN'T.

=====3/30/2012

=====NO FCC TO REPORT